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Title:

Press release: "Go See Australia" Campaign

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PRESS RELEASE FROM THE PREMIER, MR. DUNSTAN.

"GO SEE AUSTRALIA" CAMPAIGN

22/9/71.

Australia had the tourist potential for development as another international playground, the Premier (Mr. Dunstan) said today.

Mr. Dunstan, who is also Minister responsible for tourist development, was launching the Australian National Travel Association's "Go See Australia" campaign in South Australia.

"The message of what we now offer in the way of sunshine, magnificent beaches, spectacular scenery and distinctive attractions is already getting across.

"How much more we shall be able to offer in the future was illustrated yesterday in ANTA's report on the potential for the Barossa Valley - Riverland region of South Australia.

"There can be no doubt that tourism is set to be one of the major Australian growth industries of this decade.

"It's an industry which can bring prosperity and jobs to thousands and pleasure to millions.

"It's an export industry with overseas visitors bringing us economic and indirect benefits; a domestic industry providing Australians themselves with enjoyable holidays and industry with an immediate spin-off of financial advantage in other areas", Mr. Dunstan said.

The Premier said South Australia was particularly well placed to take maximum advantage of the coming boom in tourism.

"We have lagged behind in obtaining our fair share of tourist revenue in the past.

"But this is now ending with the new emphasis on attractions such as the Barossa Valley - Riverland and Coorong regions and the internationally famous Adelaide Festival and our programme for expansion in these and other areas.

The Premier said the ANTA campaign, with its distinctive symbol, would make a valuable contribution in generating further community interest and in stimulating Australians and others to find out for themselves the variety of holidays available.

"A country with the climate and unique tourist mix of Australia - such as the Great Barrier Reef, the Red Centre, the Barossa Valley and our exciting capital cities - has the potential to be developed as a new internationally-recognised holiday playground," he added.